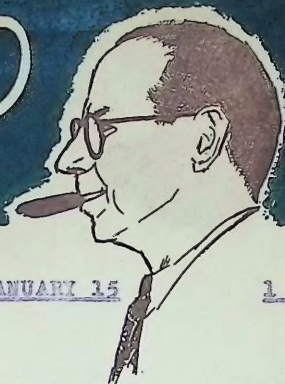


ONTARIO
'B'
DISTRICT

Ballyhoo



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1954

LET'S "BALLYHOO" MORE IN '54

We can't expect to attract customers into our theatres if we don't tell them what we have to offer ... and just telling them isn't quite enough these days ... We've got to imbue them with that same brand of enthusiasm we in this business are always talking about ... but first, we've got to get the feel of it ourselves. We've got to SELL ... we've got to BALLYHOO, and we've got to do it every day and on every attraction ... A listless, hit-and-miss effort will get you just that in the way of results.

Are we going to take a back seat to all those fancy new super-markets which are springing up in every new locality? They're pretty smart cookies, and are they ever making use of all the tricks they learned from us over a period of years ... What with giveaways, fireworks, and even Santas climbing out of helicopters, they're certainly stealing our thunder fellows ... and we, too many of us, are just sitting back and letting them get away with it. They're using every trick in the book, while we're bemoaning the lack of suitable tricks ... and just sitting back on our haunches waiting and hoping that the next picture will be a "natural" ...

Well, that's not quite enough gang ... Now for me and not for you ... Let's do a little less crying and a lot more trying ... There's a contest in progress ... BALLYHOO BOHANZA ... remember? It's the best chance YOU ever had to show what you have on the ball ... So, come on ... YOU SHOW ME!

There are plenty of prizes ... good ones ... and lots of good hard cash ... and it's all yours for the grabbing ... And, of course there's the satisfaction of a good job well done, and your name in the Winners' Circle ... We all have a stake in this, so let's insure it for all it's worth ... YOU PLACE YOUR OWN VALUATION ... and pay your premiums in HONEST EFFORT ...

I don't want to sound arbitrary ... BUT ... the basis of this contest is AT LEAST ONE STUNT EACH WEEK FROM EVERY MANAGER, and brother-r-r ... that means YOU ... So, get in there, and let's start swingin' ...

D.E.K.

FAMOUS
PLAYERS
Theatre

"ROBE" OPENINGS

Two more CinemaScope openings next week ... North Bay and Peterboro, and if the boys - Bob and Art - aren't kidding me ... both will be the social events of the season in their respective towns ... Don't forget to give me all the dope on the deals, fellows, so I can give you a story in our next issue ... and this is a good chance to really pile up those points. Good luck with your openings ... I'll be on hand for the big event.

X.X.X.X.X

FOTO NITE - WHAT IS IT?

A fair question? ... I sometimes wonder how many of our managers who use this promotion know ... and if they do, what they are doing to pass that information on to their customers ...

I visited a theatre the other night ... sat through the evening performance. The feature ended, and much to my surprise, the house lights went up, and out of nowhere appeared a young fellow - tagged an M.C. for purposes of justifying the five buck tab - and proceeded to select numbers, with a running commentary on the rules of Foto Nite ...

This is fine ... BUT ... nowhere in or about the theatre did I see even the suggestion of a mention of Foto Nite ... No cards, no displays, no cash offer boards, no marquee hangers ... NO NOTHING ... I guess the citizens of this thriving community all know about it ... They must ... there was a corporal's guard in the theatre on this particular evening ... Looked awfully lonely.

The manager had been beefing about Foto Nite ... It just didn't mean a thing in his theatre ... His customers didn't want any part of it ... What a laugh ... His customers didn't know a thing about it. It came as much of a surprise to them as to me. I'm going to figure out how much of our good dough this lad has paid out in the past several years ... in royalties, cash offers, etc. Quite a sizeable chunk I'd say ... tossed right out of the window.

It's a strange thing that in some situations where we have Foto Nite it's the best night of the week ... in others, it keeps the customers away, Maybe it isn't so strange that those managers who do business with it are the same ones who wind up as leaders in our various drives and contests, while the others wind up in the "also ran" department.

If you have FOTO NITE in your theatre ... GO AFTER IT. There are dozens of accessories available, displays, trailers, marquee boards etc. In case you don't know, the Foto Nite people also have manuals available, to tell you in simple language and great detail how to go about getting the most out of it. Have you ever glanced at your copy? I know that you have one.

Wake up guys ... we have a lot of dough invested in this. Just pretend that it's your money that you're tossing away ... and pick it up from there.

X.X.X.X.X

SAFETY RULES

I have just come across a copy of a very interesting manual which has been gathering dust in my files for a long time ... The title is THEATRE SAFETY INSTRUCTIONS, and it is published by the National Conservation Bureau, a division of the Association of Casualty and Surety Executives, of New York City.

It contains a great number of good, sensible hints for the protection of yourself, your patrons and your company, and covers every area in and around your theatre. I can't possibly reprint the whole booklet in this issue of BALLYHOO, so will take it item by item, starting now with SIDEWALKS, OUTSIDE EXITS, AND EXIT AREAS ...

1. Any defects or tripping hazards in the sidewalks or exit areas should be reported immediately.
2. Keep sidewalks and entrances free of water, ice, snow and refuse.
3. See that standpipes are provided with proper covers.
4. See that all guards are in place when sidewalk gratings or trapdoor covers are open.
5. When theatre is open make sure that exit areas are not obstructed, and that padlocks are removed from gates.
6. Periodically check fire escapes for loose or corroded parts and obstructions. Report defective panic bars.
7. See that the surface of any parking areas provided by the theatre present no stumbling hazards.
8. "A" frame signs or displays in lobby or at sidewalk entrances should be secured against overturning by the wind, by children, or by pressure from the crowd.
9. See that all wall-advertising frame doors are kept locked.
10. See that coal-hole covers are at all times securely fastened from below.

There is nothing in the above rules which you have not been instructed in before ... Nothing strange or mysterious about them ... Just good, common sense. The point is, have you passed that information on to your employees? And, do you personally check to see that they follow through?

With the tremendous turnover in staffs during the past several years, it is necessary to keep training, keep reminding your help of the importance of these rules ... But, primarily they must be made aware of their existence. That's entirely up to YOU. It may not be a bad idea to post the rules in the dressing rooms and anywhere else that your staff congregates.

In the next issue we'll cover your MARQUEE, and if space permits, your LOBBY.

OKAY ... SO LET'S TALK ABOUT OUR

Ballyhoo BONANZA

Everybody likes to concentrate on a "top" attraction. That's natural ... they're pre-sold and leave a minimum of work for you ... but, how about those countless other good, solid pieces of entertainment ... Your bread and butter pictures, the ones that bring in those all-important shekels that help pay your bills? ... They're the ones you've got to concentrate your selling on ... They're the ones that leave a few bucks in the till.

What's wrong with some of you lads is your planning ... or lack of planning. You're not kidding anyone, least of all yours truly ... I'll bet I can sit down right now, and jot down the name of every manager who waits until his current attraction is nearing the end of its run before he begins to worry about telling the folks about the one he has coming next week, or the week after ... It stands out like a sore thumb in your weekly entries ...

We're in the middle of a contest, drive or anything else you care to call it ... presumably a period when every man gives the best he has in him to the job at hand ... WHERE DO YOU FIT IN?

There's nearly \$500.00 in cash prizes, in addition to the valuable monthly ones ... My offer still goes ... if you can't use them, I'll be glad to relieve you of the bundle ... Or maybe I ought to send copies of BALLYHOO to your missus ... I'll bet she can figure out how to make use of the dough ... And I bet she could do some real selling to earn it, too.

Seriously, fellows ... this is YOUR "Ballyhoo" and certainly YOUR contest. Let's get a little life into it ... and a little COMPETITION. Remember ... I only report the scores.

WITH OUR DRUM BEATERS ... IN ACTION(?)

Now let's take a couple of minutes to report what some of our members have done during this past week to merit mention in these pages ... and, to bolster up their standings in our BALLYHOO BONANZA ...

ORPHEUM - SOO

Olga was playing that Academy Award oldie, THE SNAKE PIT ... and for a good gag, she dug up a dirty old barrel, had the sides decorated with crawly, green snakes and the title of her attraction, placed a cover over the top and parked it in front of her box office, on the sidewalk ... Naturally, every passer by stopped to peek in ... such is human curiosity ... and what do you think they saw? At the very bottom, in big, bold letters appeared the playdates, cast and title ... I happened to be at the Soo at the time, and saw them lining up to have a look.

When she played A SLIGHT CASE OF LARCENY, Olga had one of her ushers attired in what was supposed to be a convict's garb, parading the streets and carrying a sign which read in part ... "Just sentenced for a SLIGHT CASE OF LARCENY, etc." It told the story ...

CENTURY - HAMILTON

Mel did a fine job on THE SCOUTMASTER, and managed to pile up a pretty fair quota of points ... which should come in handy when we get into the home stretch ...

He began well in advance of his playdate, with announcements at the annual Scouters' dance ... a couple of ducats as spot-dance prizes did no harm ... At the annual meeting of the Boy Scout Association of Hamilton, announcements of the pic and dates were made. This meeting was attended by all members of the local executive, ladies' auxiliaries and all other local V.I.P.'s in the movement.

Notices to all groups within the organization were mailed by Scout headquarters, plugging the film. Appropriate displays were placed in the head office and all regional headquarters'. Mention was given the picture in the Scout columns of all local newspapers...

This I like ... Scout and Cub theatre parties were arranged, and the organization received the 10% commission on all books of theatre tickets bought for the purpose. Many tickets were sold in this manner.

Mel's full-page co-op still running in the Review ... In return for a couple of ducats as prizes, Mel gets a 170 line spread right in the centre of the page ... Theatre, name of attractions etc. prominently mentioned.

ROYAL - GUELPH

The best that Ted could come up with this week was a scene cut on CALAMITY JANE in the Mercury.

CAPITOL - NORTH BAY

Seems our friend Robert's been under the weather lately ... He injured the base of his spine and was confined to his bed for several days ... Hope you're much better Bob, by the time this reaches you, and we'll forgive you if your Bally isn't quite up to snuff ... I'm sure you'll make up for it once you're on your feet again.

For MOONLIGHTER, Bob dressed one of his usherettes in a cow-girl get up, and had her parading up and down the main drag during the run of the picture ... Every so often she'd stop a passer-by and ask what a MOONLIGHTER was. Correct answers, of which there weren't too many, were rewarded by a guest admission to the Capitol. The lass also used her rope to lasso the odd unsuspecting citizen ... who was also invited to be a guest of the theatre. All in fun, and the locals loved it. To attract attention, June ... that's the gal's name ... let loose with her six-guns every few minutes ... As of now, no casualties have been reported.

The big-hearted Nugget came through with a small story on the Disney short ... "Prowlers of the Everglades".

PARAMOUNT - PETERBORO

Well, even though I've clamped down a bit on Arthur, he still manages to chalk up a pretty fair weekly score ... and certainly in terms of consistency, he's right there in one of the top spots.

C H E X came through with some good free publicity on one of Art's cartoon shows, of all things, and devoted a full fifteen minutes to what amounted to a biographical sketch of TOM & JERRY, with ample plugs for the Paramount and its attractions.

The radio station also played up LILI as a good children's program, and plugged the recordings over the air waves, describing the puppets used in the feature ... Good stuff, Arthur. The Kist Good Deed Club still being aired three times weekly, with generous amounts of free time devoted to the theatre ... In case you've forgotten, the children send in descriptions of their best deed of the week, and the winners are rewarded with a trip to the Paramount ... Naturally they have to be told the location, what's playing etc.

Two good scenes in the Review, as advance for THE ROBE, both on off-theatre pages ... Same deal duplicated in the Lakefield News ... Art and Don pooled their resources, built a 12 foot by 30 inch frame, covered it with pebbled gold card, mounted ROBE art on it and used it as a background for their confection bar ... A most attractive display at a cost of \$2.35. Here's a novel way to use breast badges ... Instead of having his usherettes wear them, Art arranged for the waitresses at a popular local eatery to use them during his playdates ... Keep it up Art, and your points will keep piling up.

PALACE - GUELPH

Well whadaya know ... Herbert has come to life - in a manner of speaking, and today, January 20th, I received his entry for the week ending January 9th. I can't hold back the deadline for you every week Herb ... so how about getting your stuff in on time, like the rest of the boys do? ...

Herb is getting ready for CinemaScope, and his new screen was delivered a couple of weeks ago ... It couldn't be stored on his stage and was plunked down in his lobby ... and Herb made the most of it. So much interest was shown in it by his patrons that Herb had a large display made up, which he placed on top of the crate, telling all and sundry that this was part of the new CinemaScope equipment, and would soon be installed so that the citizens of Guelph could see the new miracle of the screen - CinemaScope, and THE ROBE. I like this, and it shows good thinking on Herb's part.

A scene from VICKI was placed on an off-theatre page in the Mercury, and on the same feature Herb arranged with the local disc jocks to make mention of it between platters ... The lads have also been plugging the coming of THE ROBE.

ALGOMA - SOO

Norm has sent along a brochure from C J I C showing the amount of free time he was able to promote on THE ROBE, and it looks pretty good. During the run of the picture, every disc jockey on the station played selections from the musical background, with appropriate explanatory commentary. At least a dozen free spots daily ... not bad.

Helen O'Connor, who has a morning show "A Word to the Wives" devoted one full program - 45 minutes, to music from the picture, along with many comments and plugs for the attraction and theatre. For half a dozen guest tickets to the theatre to be used as prizes, a couple of the lads on the station staged a ROBE quiz during the entire run of the pic. Comments good ... results good.

CAPITOL - PETERBORO

For his date on SECOND CHANCE, Len came up with a couple of pretty good stunts ... He doesn't like the competition of Bingo games any more than we do, but this time he got them to work for him. A local hospital auxiliary was holding a giant bingo, and Len persuaded them to give every player one extra game as a SECOND CHANCE, with the prizes being guest tickets to see the attraction at the Capitol. Naturally the name of the theatre and feature had to be mentioned.

Free scenes on off-theatre pages in the Review and Lakefield News ... Same deal on his second half of the week feature, SLIGHT CASE OF LARGENY.

On Foto Nite Len gave every player in his dart game a SECOND CHANCE, with suitable plugs, of course... Roy studio bannered their door and window with copy selling the feature.

CAPITOL - SUDBURY

Seems that Jeff got crossed up with a last minute change in bookings, and wound up with only three days in which to work out a campaign to sell HOW TO MARRY A MILLIONAIRE ... It killed half a dozen very good co-ops he had arranged, as the merchants didn't feel that three days warranted the expenditure ... However, a local jeweller came to his rescue, and placed a 400 line ad in the local daily, with the entire center dominated by a large cut of Marilyn in one of her most provocative poses The caption, but natch ... "If you Want to Marry A Millionaire, see Robt. Brown for your Diamond Etc." It goes without saying that this ad stole the page ...

Jeff had seven foot cut outs of the three gals mounted on his marquee, with a full-length banner below the marquee and over the entrance doors ... Several small window displays were used, and because of the very attractive stills, they found prominent space in some of the best stores in down town Sudbury.

TIVOLI - HAMILTON

It's tough to keep selling a picture during its third, fourth etc. weeks, and I'm the first to admit it ... but even though he can't line up any original space-grabbing deals, Jimmy usually manages to come up with something ...

For the third week of THE ROBE, James effected a tie-up with the Beautyland Salon, and wound up with a sizeable cut of Jean Simmons with appropriate copy, in their 400 line ad. The Spec also came through with a dandy three column picture and good story on the show which Jimmy ran for the inmates of the aged ladies' home ... Swell P.R.

REGENT - OSHAWA

Al got an excellent write-up on the opening of THE ROBE, in his local Times-Gazette ... It featured the comments of many of Al's happy and satisfied customers. He also arranged two most attractive displays in the windows of two important down town merchants.

CAPITOL - GALT

Eddie had a couple of good deals lined up for REMAINS TO BE SEEN, but they went sour on him, and the only thing he was able to send in this week was a good scene on an off-theatre page in the Evening Reporter.

Ed reports that he has met with the representative of I.F.D. and they have laid the groundwork for a good campaign on one of the most talked of pictures of the year - MARTIN LUTHER. Details will follow in coming issues of BALLYHOO.

GRANADA - HAMILTON

TARZAN AND THE SHE DEVIL, sez Paul, left much to be desired in the way of providing him with ideas for exploitation ... and the best he could do was prevail on the owners of a local fleet of taxis to place copy strips on all their rear windows. He also sent a sandwich man out on the streets during the first three days of the feature.

GRANADA - HAMILTON (continued)

columns in the Spec ... On opening day the ship was fitted atop a truck and driven all over down town Hamilton ... Naturally, the driver stalled in the midst of the heaviest traffic, at the main business intersection ... The gendarme on duty, who had been briefed previously, naturally co-operated with the stunt ... The ship by some strange chance arrived at the front of the theatre, instead of the back, as instructed by the officer ... lots of excitement, but nearly drove the cop on the beat, who was not in on the deal, to distraction. A swell stunt, and one that can be used with some variations in nearly every situation ...

A special drawing contest was featured in the News, for youngsters up to the eighth grade ... At a total cost of \$18.00, Paul promoted 430 lines in the form of an excellent mid-page spread. A free story with details of the contest appeared on an important page of the News ...

The Canada Dry Company, contacted by Paul, donated 250 space helmets which were used to encourage early attendance at his Saturday matinee ... All phone calls received at the box office for a week in advance were used to plug the coming attraction ... no fights and no adverse comments ...

A window tie-up arranged with the Robt. Duncan Company in downtown Hamilton, on books by H.G. Wells and Science Fiction stories. Hatch, the Granada right in there with good art and copy ... All Royal cabs carried rear window strips ... A sandwich man with good copy, sent out on the streets during the last three days of the picture to give the deal a lift ...

One thing you don't get points for Paul ... and that is the "Advertising by Inference" deal in your daily ... We're not mind readers, and I'm sure your customers aren't ... BUT, I think you'll be satisfied with the way you were scored this week ... You should only do as well in the future ... Keep up the good work, and, we'll be lookin' for your entries ...

Well, was this a campaign or was it a campaign? I ask you ... and don't forget, we're not talking about a super-deluxe "A" type theatre, as anyone who knows Hamilton will readily admit. It just goes to show what can be done if your mind and muscles work as a team, to help earn those important bucks ... important to your theatre, and certainly important to you ... SO ... let's get a little more of that old fashioned bally going ... You'll get plenty of points, and we'll have the satisfaction of reporting another job well done ... I almost added "By Your Treasury Men in Action" ...

X.X.X.X.X.

Well, this brings us to the end of another issue of BALLYHOO ... Lots more coming, and I hope they'll be just as jam-packed with good advertising, promotion and public relations ideas ... BUT, that's entirely up to you ... I'm just the reporter ...

So, until next time ... so long, and KEEP BALLYHOOIN'.

D.E.K.